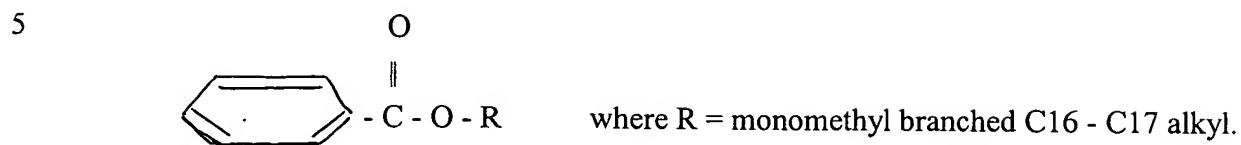
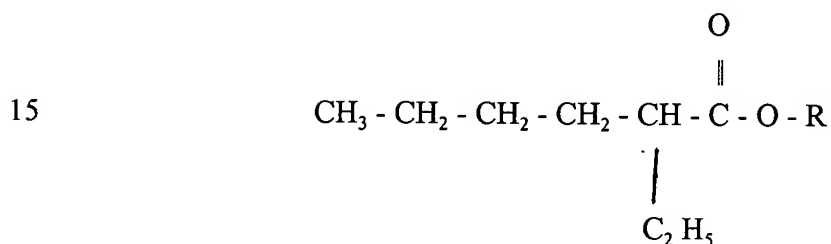


We claim:

1. A benzoate ester of branched monomethyl C16 and C17 alcohol
having the structure:



10 2. An octanoate ester of branched monomethyl C16 and C17 alcohol
having the structure:



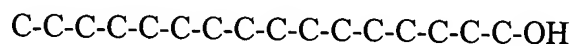
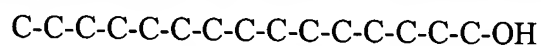
where R = monomethyl branched C16 - C17 alkyl.

20 3. A maleate ester of branched monomethyl C16 and C17 alcohol
having the structure:

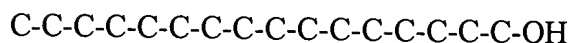
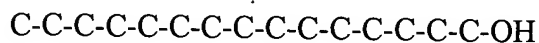


where R = monomethyl branched C16 - C17 alkyl.

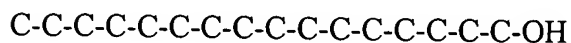
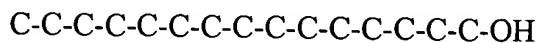
4. The benzoate ester of claim 1 which is prepared by the esterification of benzoic acid and branched monomethyl C16 and C17 alcohol having the structure:



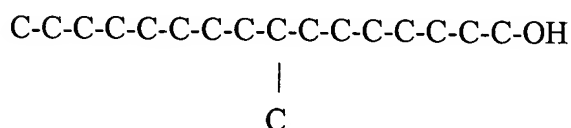
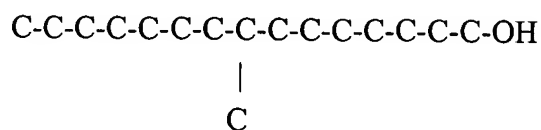
5. The octanoate ester of claim 2 which is prepared by the esterification of 2-ethyl hexanoic acid and branched monomethyl C16 and C17 alcohol having the structure:



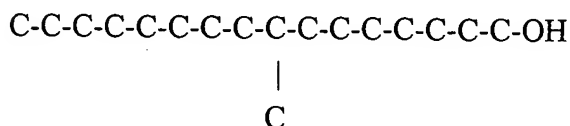
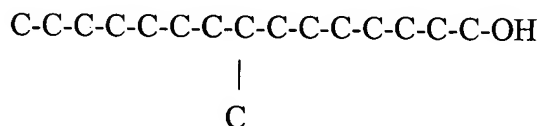
6. The maleate ester of claim 3 which is prepared by the esterification of maleic acid and branched monomethyl C16 and C17 alcohol having the structure:



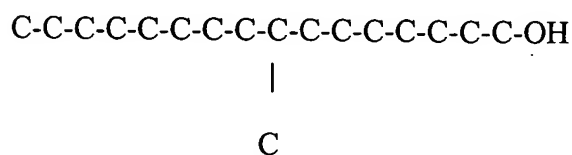
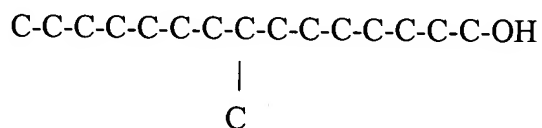
7. A method of preparing the benzoate ester of claim 1 comprising reacting benzoic acid with branched monomethyl C16 and C17 alcohol having the structure:



8. A method of preparing the octanoate ester of claim 2 comprising reacting 2-ethyl hexanoic acid with branched monomethyl C16 and C17 alcohol having the structure:



9. A method of preparing the maleate ester of claim 3 comprising reacting maleic acid with branched monomethyl C16 and C17 alcohol having the structure:



10. A sunscreen composition comprising an effective amount of the benzoate ester of claim 1.

11. A sunscreen composition comprising an effective amount of the octanoate ester of claim 2.

5 12. A sunscreen composition comprising an effective amount of the maleate ester of claim 3.

13. An antiperspirant composition comprising an effective amount of the benzoate ester of claim 1.

10 14. An antiperspirant composition comprising an effective amount of the octanoate ester of claim 2.

15. An antiperspirant composition comprising an effective amount of the maleate ester of claim 3.

16. A skin or hair care preparation comprising an effective amount of the benzoate ester of claim 1.

15 17. A skin or hair care preparation comprising an effective amount of the octanoate ester of claim 2.

18. A skin or hair care preparation comprising an effective amount of the maleate ester of claim 3.

20 19. A method of blocking the effects of the sun on human skin or hair comprising applying to the skin or hair a formulation comprising an effective amount of a sunscreen composition according to claim 10.

20. A method of blocking the effects of the sun on human skin or hair comprising applying

to the skin or hair a formulation comprising an effective amount of a sunscreen composition according to claim 11.

21. A method of blocking the effects of the sun on human skin or hair comprising applying to the skin or hair a formulation comprising an effective amount of a sunscreen composition according to claim 12.

22. A skin or hair care method comprising applying to the skin or hair a formulation comprising a benzoate ester according to claim 1.

23. A skin or hair care method comprising applying to the skin or hair a formulation comprising an octanoate ester according to claim 2.

24. A skin or hair care method comprising applying to the skin or hair a formulation comprising a maleate ester according to claim 3.

25. The composition of claim 10 further comprising one or more components selected from the group consisting of surfactants, neutralizers, stabilizers, coloring agents, fragrances, plasticizers, foam stabilizers, film forming polymers, preservatives, antistats, sequestrants, water, dyes, perfume, thickeners, preservatives, plant extracts, and customary additive and auxiliary substances.

26. The composition of claim 11 further comprising one or more components selected from the group consisting of surfactants, neutralizers, stabilizers, coloring agents, fragrances, plasticizers, foam stabilizers, film forming polymers, preservatives, antistats, sequestrants, water, dyes, perfume, thickeners, preservatives, plant extracts, and customary additive and auxiliary substances.

27. The composition of claim 12 further comprising one or more components selected from the group consisting of surfactants, neutralizers, stabilizers, coloring agents, fragrances, plasticizers, foam stabilizers, film forming polymers, preservatives, antistats, sequestrants, water, dyes, perfume, thickeners, preservatives, plant extracts, and customary additive and auxiliary substances.